Formative feedback

<table>
<thead>
<tr>
<th>Student name</th>
<th>Philip Hepworth</th>
<th>Student number</th>
<th>508858</th>
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<tbody>
<tr>
<td>Course/Unit</td>
<td>Understanding Visual Culture</td>
<td>Assignment number</td>
<td>2</td>
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**Overall Comments**

This has taken me much longer to get to than I intended for reasons beyond my control. That is why I have put the date you had scheduled for assignment 4 as the next deadline.

I think that your annotations for this assignment have worked rather well but you might want to find some way of indicating where to start for the assessors who have much less time to go searching than I do!

**Assignment 2 and 4 Assessment potential**
Select one out of the three statements below:

> I understand your aim is to go for the Painting Degree and that you plan to submit your work for assessment at the end of this course. From the work you have shown in this assignment, providing you commit yourself to the course, I believe you have the potential to pass at assessment. In order to meet all the assessment criteria, there are certain areas you will need to focus on, which I will outline in my feedback.

**Feedback on assignment**

I think most of what I want to say is in the notes I have added to your pdfs…click if you can’t see the comments in full as you roll over them.

It is a good response to the brief and seems to indicate that you have a reasonable grasp of the concepts involved.
The questions I have posed in my comments on your documents are to make you think about it and perhaps to write about it in your learning log/blog. I don’t expect an answer to me.

This is an interesting selection of artists and works, see what links you can find between them.

We can discuss these things further if we can set up a video tutorial.

**Learning Logs or Blogs/Critical review/essay**

This is shaping up well.

I am pleased to see you have taken on board the things I pointed out last time.

Be careful that the navigation doesn’t get too complex, remember that the assessors don’t have much time to try to find things and anyone else reading the blog will get frustrated if it gets too complex…ok so far though!

**Suggested reading/viewing**

For the next assignment:

As well as the articles The rhetoric of the image and Myth Today by Barthes a couple of books are key here:


or the on-line version Semiotics for Beginners at [http://visual-memory.co.uk/daniel/Documents/S4B/](http://visual-memory.co.uk/daniel/Documents/S4B/)


There is an extract from the above book at: [http://www.charlesacramer.com/sf1110/ewExternalFiles/Williamson.%20Decoding%20Advertisements%20smaller.pdf](http://www.charlesacramer.com/sf1110/ewExternalFiles/Williamson.%20Decoding%20Advertisements%20smaller.pdf) which is worth reading if you can’t get the book itself
Pointers for the next assignment

- Pick an advertisement or campaign that appeals to you and that you can try to unpick in terms of possible different interpretations.
- Try to think who is being addressed and how, what is the message that the advertisers want the audience to at least think they are being given (in reality they are simply being told “buy this”!)
- Remember it is your interpretations that must make up the substance of your assignment.
- Although you could perhaps do this in a similar way to assignment 2 I think some extended notes at least would be a good thing to do.

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<tr>
<th>Tutor name</th>
<th>Peter Haveland</th>
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<tbody>
<tr>
<td>Date</td>
<td>01/06/2017</td>
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<tr>
<td>Next assignment due</td>
<td>07/07/2017</td>
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